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SAFEGUARDING YOUR FOOD AND DRUGS -- No. 24. ★

Tuesday, August 12, 1930.

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U. S. Department of Agriculture

A series of radio talks by W. R. M. Wharton, Chief of Eastern District, Food, Drug, and Insecticide Administration, U.S. Department of Agriculture, delivered Tuesday mornings at 10 a.m., Eastern Standard Time., through WJZ, New York, and the following other stations associated with the National Broadcasting Company: KWK, St. Louis, WREN, Kansas City; KFAB, Lincoln, Nebr.; WRC, Washington; WBZA, Boston; KSTP, St. Paul; WSM, Nashville; WAPI, Birmingham; WJAX, Jacksonville; WRVA, Richmond.

Good morning, my radio friends, you know don't you that I am your Government representative telling you personal experiences to illustrate how your foods and drugs are safeguarded through the enforcement of the Federal Food and Drugs Act and telling you how to read food and drug labels. I have been talking on this subject for 24 weeks and the label readers' club now numbers many thousands, all of whom have written for mimeographed copies of my read-the-label information. I have discussed vitamins, I have talked on botulism, the deadly form of food poisoning, and I told you how to safeguard against it. I have talked on a large number of products and I have told you how to read their labels. You may have copies of all my read-the-label information for the asking. The address is: 201 Varick St., New York City.

Now for my story: - Last March a ship sailing from an European port discharged its cargo under United States Customs supervision at one of our Atlantic seaboard ports. One of your Federal food and drug inspectors, as usual was on hand to take samples from the foods and drugs on that ship. He found a considerable number of boxes of a product labeled bon-bons. Upon opening the shipping cases he discovered many hundreds of small paste board boxes containing various shapes and kinds of what appeared to be chocolate bon-bons. He took samples of each kind and delivered them to his headquarters chemical laboratory. Here a chemist examined them and what do you suppose he found? Well, in pieces shaped like a chocolate bon-bon, he found wads of tin foil covered by the chocolate coating. In chocolate coated round pieces he found a quantity of a liquid which proved upon test to be strong acetic acid. In still other pieces of square shape he found a quantity of table salt. In irregular chocolate pieces, which looked like chocolate nut confections, he found that instead of nuts, cork had been used. Still other chocolate pieces were filled with liquid mustard, and other pieces consisted of chocolate coated wadded paper, and last, but not less interesting, other pieces contained castile soap. What I have told you is the truth. - It actually happened and you may wonder what the reason was, why the manufacturer of the product made what appeared to be candy out of such materials. I am going to tell you the reason. You will remember that I said this happened last March, well you know April Fool's Day comes on April first. This April Fool's candy was being shipped to the United States for playing pranks on April Fool's day. Well, your food and drug officials couldn't see the joke. The question of purity of foods is considered a very serious matter in the United States, and this shipment was detained as violative of the terms of the Federal Food and Drugs Act. The importer appeared and said the product was not intended to be sold as candy, it was merely intended for joke purposes. Well, my friends, he was told that he could use his joke candy in some other country than the United States. He was told that if some young child, perhaps a boy or girl of three or four, got hold of the material, it wouldn't be pleasant nor healthful to

taste strong acetic acid or soap or a large dose of salt, or to swallow a mass of cork, and they might be injured. Notwithstanding the appeal of the importer, notwithstanding his plea, the goods were not allowed entry in the United States. It was all required to be exported. Thus, my friends, does the Federal Food and Drugs Act safeguard your food and drug supply.

The first thing you should know about butter is that by specific Federal law butter is required to contain at least 80 per cent of butter fat and by another specific Federal law, butter is allowed to be artificially colored without declaration being made of the fact on the label. It should not be understood that all butter is artificially colored, but much of it is and any of it may be and is so colored without notice being given on the label to the purchase

My friends you should know that butter differs widely in quality. You should know that the best grades of butter have delicate and superior flavors, have good keeping qualities, have good texture, body, and color, and you should know, if you want to buy the best grades of butter, how to do so. This, I propose to tell you. Labels on butter are not completely informing. There is no requirement that butter sold at retail shall be labeled or sold by grade or score, although some butter is labeled with the score as you will presently see.

There are six classes of butter, five of which apply to butter intended for human consumption. These classes are: (1) Dairy butter, which is butter made on a farm, (2) Creamery butter, which is butter made in a creamery or factory. (3) Packing Stock butter. This is dairy butter or other butter in its original form in miscellaneous lots of such wholesomeness that it may be used in making ladle or processed butter. (4) Ladle butter is a product made by reworking miscellaneous lots of dairy butter or other butter, or both. (5) Process or Renovated butter is the product made by melting, refining, and churning or reworking Packing Stock butter or other butter, or both. (6) Grease butter is any butter which is unwholesome or otherwise unfit for use for ladling or renovating.

Dairy butter or butter made on a farm is sold either direct to the consumer, to hotels, restaurants, or boarding houses, or to the country stores, where it is held and finally becomes Packing Stock butter to go into the making of ladle or Process or Renovated butter. Creamery butter is the butter of commerce for table use. Ladle and Process, or Renovated butter usually is sold for cooking purposes. Grease butter is not used as food.

In the wholesale trade, two kinds of Creamery butter are known: (1) Creamery Butter which means butter made from cream, separated at the creamery, or from cream hauled direct to the factory from the farms, (2) Centralized Creamery butter which means butter made from cream separated on the farms, delivered to cream stations and shipped to creameries. Also in the wholesale trade butter is known as fresh butter and held butter. Fresh butter is butter which has not been held in cold storage and held butter is butter which has been held in cold storage. Likewise, in the wholesale trade creamery butter is sold by grades, as follows: The best grade, "Specials"; the next grade, "Extras" or "Fancy" butter; the third grade, "Firsts"; the fourth grade, "Seconds"; and the fifth grade, "Thirds". These are trade designations which have definite significance as to relative quality. Moreover, in the wholesale



market, creamery butter is almost universally scored and is bought and sold regularly by score. Scoring is done by official representatives of the butter exchanges in the large markets and by inspectors of the Bureau of Agricultural Economics on request. Theoretically, it is possible for butter to score 100 and the different factors which make up 100 points are: Flavor, 45 points; body, 25 points; color, 15 points; salt, 10 points; character of package, 5 points.

One hundred points is the ideal of quality, which apparently, if ever achieved, has only been reached under the most carefully controlled experimental conditions. Butter produced under carefully controlled conditions for use in scoring contests sometimes scores as high as 95 but seldom, if ever, above this figure and such butter is not an article of commerce. Commercial butter scoring 94 points is so rare as to be a curiosity.

93 score butter is the butter which is known in the wholesale trade as "Specials". It must fine, sweet, fresh and clean in flavor if of fresh make, or fine, sweet, and clean in flavor, if storage. The body must be firm; the color and salt either light or medium. It must be packed in clean, sound, and uniform packages.

92 score butter must be fresh, sweet, and clean in flavor, if of fresh make, or sweet and clean, if storage. The body must be firm. Color may be light or medium and uniform, but small curd specks or waviness are allowed. Salt must be either light or medium and free from grittiness. The package must be clean, uniform and sound.

Probably 50 per cent of all commercial creamery butter sold falls in the 92 score class. This butter is known as "Extras" or "Fancy" butter.

91 score butter slight objectionable flavors are permitted under this score, but the flavor must be fresh, fairly sweet and fairly clean if of fresh make, or fairly sweet and clean, if storage. This butter must have a fairly firm body and may show only slight imperfections in grain or texture. The color requirements are the same as for 92 score butter, except that only fair uniformity is required. The salt may be either light, medium or high, but must be uniform and free from grittiness. The package must be clean, uniform and sound.

90 score butter must be fresh, fairly sweet and fairly clean in flavor, if of fresh make, or fairly sweet and fairly clean, if storage. On the other hand, such butter may be flat and lacking in flavor or there may be an old flavor in held butter. The body is required to be only fairly firm and may show some slight defects in grain or texture, color may be light or medium, but needs to be only fairly uniform and it may be wavy. The salt may be light, medium, or high, must be fairly uniform, but may be slightly gritty. The package must be clean, uniform and sound. Centralized 90 score butter is known in some markets as "Standards".

89 score butter may have objectionable flavors but must be reasonably sweet and reasonably clean in odor. Body need be only reasonably firm, and may have somewhat defective grain or texture. Color may be light, medium or

high and distinct waviness in color is allowed, but must be free from mottles. Salt may be light, medium or high and may be somewhat gritty, but must be fairly uniform.

88 score butter must be "good" but may show objectionable flavors distinctly developed, such as unclean, tainted, musty, or lime flavor but may not show garlic or rank weedy flavor. Body is required to be reasonably firm but may be somewhat defective in grain or texture. Color may be slight medium, or high and may be slightly mottled, salt may show light, medium, or high and may be somewhat gritty and irregular. The package must be uniform and sound.

Now butter scoring from 88 to 91 is called in the wholesale trade "Firsts". This class of butter represents about 40 per cent of all creamery butter sold for table use. For the consumer, the term "Firsts" will not mean very much because the range in quality of butter sold under this term is so great.

87 score butter must be reasonably "good", but may show foreign, unclean, or off flavors except that it must not show any rancid or strong flavor. The body may be weak and defective in grain or texture. The color may be somewhat irregular and may be mottled. The salt may be irregular and gritty. The package must be uniform and sound.

86 score butter may show very distinctly any foreign, unclean, or off flavor except that it must not show any rancid or strong flavor. The body may be weak and otherwise defective, but must be solid. The color may be irregular, streaked, or mottled. The salt may be irregular or extremely high. The package must be uniform and sound.

85 score butter may show a pronounced foreign, unclean, or off flavor, except that it must not show any rancid or strong flavor. The body may be weak and otherwise defective, but must be fairly solid. The color may be irregular, streaked, or mottled. The salt may be irregular or extremely high. The package must be uniform and sound.

Butter known in the wholesale trade as "Seconds" scores from 84-87. This term will not mean much to consumers because of the wide range of qualities used under this name. The consumer should know also that 87 score butter is about the lowest grade sold for table use. Butter scoring lower than 87 is used for baking purposes.

84-83 score butter may show a very pronounced foreign, unclean, or off flavor, except that it may be only slightly rancid or strong on tops and sides. The body may be weak and ragged. The color may be extremely high, streaked, or mottled. The salt may be extremely high and irregular. The package must be uniform and sound.

82-80 score butter may be rancid or strong on tops and sides. The body may be ragged. The color may be irregular, extremely high, streaked, or mottled. The salt may be extremely high and irregular. The package must be sound.



Butter scoring from 80-83 is known in the wholesale trade as "Third". It is used exclusively for baking purposes.

Butter containing defects of a more marked degree than previously specified shall be given a score below 80, depending upon the extent of the defects.

Butter which would score below 75 shall be classified as Grease Butter.

Now, my friends, don't you see that the score of butter means a lot with respect to its quality. Labels do not always tell you the score but your grocer buys by score or by grade, which indicates a score to him and he should be able to tell you what the butter scores which he sells you.

My friends - Suppose you try this experiment. Ask your grocer for the score of the butter he sells. Impress upon him that you have a right to know the truth. If one hundred customers of a grocer will insist upon knowing the score of butter sold in his store they can establish a custom in that store of the sale of butter by score. I want 100,000 women tomorrow to ask their grocers the score of the butter they buy and I want that 100,000 women to continue to ask the score until the custom is established in their town of selling by score, for only my friends by knowing the score can you tell the relative quality and the relative value of butter. Many salesmen even now are instructed to tell their customers the score of the butter they sell. On the other hand, in some stores you may meet some opposition and some lack of knowledge or ignorance on the part of the tradesmen on this subject, but if you keep insisting you will get what you want and get what you are entitled to. If you want an excellent quality of butter, accept nothing less than a 92 score for table use. The lower grades are good but they are worth less money. The range at present between 92 score butter and 90 score butter is about 2 cents per pound and the difference between the value of 90 score butter and 87 score butter is about 2-1/2 ¢ per pound. Lower grades are much cheaper still. The range in price varies, running as high as 10 cents per pound difference between 92 score and 87 score. Now the Bureau of Agricultural Economics is furnishing a grading service to all butter packers who apply for it and expert butter inspectors grade and score butter and packers applying for the use of this Government grading service are permitted to use certificates of scoring which accompany the sale of such butter. This certificate reads: "Certificate of quality issued by authority of the United States Department of Agriculture". The certificates state that the butter has been graded and scored, by a Federal inspector, and the score of the butter is placed on the certificate. Look for the grading certificate in packages of butter. You should remember, however, that the score shown was the score at the time of grading, and grading scores are not accurate after from 5 to 8 days. Such certificates are also perforated and the date of scoring is shown by the perforations. The date of scoring with respect to the date of purchase is a factor that ought to be taken into consideration by the label reader, because butter may after a month's time, depending on storage conditions, score two or three points lower than was the case when the original score was given to the lot. Remember too, the score statement on these certificates often states the score in this fashion: "93 score or higher". In such case, my advice to the label readers is not to believe that you are getting a higher score butter than the definite figure

given. Indeed, as I have already told you, the score may be less than the score given, depending upon the elapsed time since the time of scoring. The score stated, was the score of the butter at the time of scoring. Therefore, read the dates on the certificates.

There is an important consideration for the label readers to have in mind, that is, that the sweet cream butter generally has a better flavor than sour cream butter, and often labels on sweet cream butter declare the product to be made from sweet cream.

You will also find on labels the term, "Made from pasteurized cream". Pasteurization is a process whereby the cream is heated to a temperature not lower than 145 degrees F. for not less than 30 minutes and this process destroys a very large percentage of the bacteria in the product. Practically all creamery butter is made from pasteurized cream. Consequently, it should make little difference to the label reader whether the label says the product is made from pasteurized cream or not.

Statements appear on labels of butter such as, "Made from rich cream" "Made from pure cream", "Churned from whole milk", etc. These statements do not mean very much. The main consideration for the label reader is to determine that you are getting full weight and that you are getting the quality of butter you desire and that you are paying the proper relative price for that particular quality. My advice is to buy good butter. Good butter is very rich in Vitamins A and D, food elements essential to health and well being. Your children especially should receive a plentiful supply of butter. If you give them good butter, at least 92 score butter, they will eat more of it and be correspondingly benefited. My advice to you is to learn to buy butter by score, and remember, 92 score butter is "Fancy" butter.

If you buy by brand name only be very sure that the reputation of the packer justifies your confidence in the product. Many, many concerns maintain their brands up to very high standards and in such cases full reliance can be put upon the brand name as representing quality, but other concerns often take advantage of the brand buyers and either place inferior qualities under attractive brand names in the first place, or gradually reduce the quality of the brand after it has become well established. Some packers sell a lower grade of butter in southern markets under the same brand that in northern markets carries a high-grade butter. It has been said that the brand buying public is not highly critical and are satisfied if products run fairly uniform from purchase to purchase. My advice to the label readers is to insist upon knowing the score of the butter you buy and then figure whether you are paying a proper price in relation to the price of 92 score butter. Don't forget I want 100,000 women to ask their grocers tomorrow for the score of the butter they buy.

Now, my friends, I am making an earnest effort to be of constructive service to the public. I am trying to teach you how to read labels and thereby make you more intelligent, more economical, more discriminating buyers. You should have a file of all my read-the-label broadcasts. I have talked to you on many subjects, including vitamins, about botulism, the deadly form of food poisoning, and I have told you how to safeguard against it, and I have



told you how to read labels on a wide variety of foods. To secure free copies of all of this material, all you need to do is to write a postal card to W. R. M. Wharton, United States Department of Agriculture, 201 Varick Street, New York City.

I will be with you again next week at this hour and I thank you ---

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